

AMENDMENTS

In the Claims

Please enter the following amendments to the claims:

1. (Currently Amended) A method for playing a ~~for distributing~~ video game content comprising: ~~providing a video game comprising discrete chapters; and providing a video game~~ each discrete chapter on a limited play optical medium, wherein said ~~each~~ limited play optical medium comprises ~~encoded information corresponding to a particular discrete chapter and~~ a reactive material for limiting the length of time said video game ~~encoded information is accessible~~ playable; and wherein the video game comprises a segment and/or single stage and/or level and/or sample presented to a user that are to be played through before said playability period ends.

2 - 6. (Canceled).

7. (Newly Added) A method for marketing a video game comprising: providing a video game on a limited play optical medium; wherein said limited play optical medium comprises a reactive material that limits the length of time said video game is playable such that the video game becomes unplayable significantly before the video game can be played to conclusion; and selling the video game at a reduced price relative to a standard play optical medium.